

Hamayun Akram

Toronto, Ontario / 647-616-9397 / info@hamayun.net / www.hamayun.net

Summary: 7+ years of experience in Web & Graphic Design / eCommerce with strategic planning and Digital Marketing. Excel at building collaborative relationships, teamwork, managing people and deadlines, pro-active, prioritizing workload and working in a fast paced environment. High-energy, results-oriented professional with an entrepreneurial attitude.

KEY SKILLS

B2C & B2B eCommerce
Digital Marketing
SEO/SEM/SMM
Strategic Planning & Marketing
Content Management System
WordPress/Joomla
HTML/CSS
Buyer Lifecycle/Customer Journey
Email Marketing
Google Analytics/Webmaster Tools
Project Management/Outsourcing
Customer Relation Management
Social Media Content Develop.
Vendors Management
Presentation Skills
Directing Photo/Video Shoots
Web Graphic Design
Adobe Creative Suite CC

KEY STRENGTH

Digital Marketing Strategy
Marketing Material
Inbound Marketing
Critical Thinking, Problem-solving
eCommerce
Creative Thinking & Planning
Clients Relation Management
Branding & Re-branding
Attention to Details

LANGUAGES

English (speak, read & write)
Urdu (speak, read & write)
Punjabi (speak, read & write)
Persian (speak & read)
Arabic (read & write)

CAREER HIGHLIGHTS

RUNNING OWN DIGITAL AGENCY – NewMediaCity.com

Dubai-UAE ▪ 2017/05 – 2019/05

Helping medium and small size businesses to grow digitally. Provided a full range of digital tailor-made solutions; branding, graphic design, marketing material, contents creation, web/CMS, eCommerce, digital marketing and social media marketing. Business development, lead generation, clients meeting & management, presentations, negotiations, creative thinking & planning, project management, and delivery were part of my job.

ECOMMERCE & DIGITAL MARKETING MANAGER – AFtrade.com

UAE-China ▪ 2016/09 – 2017/04

Implementing a strategic, integrated international digital brand marketing program with a focus on growth in revenue and ROI across channels. Planning and executing digital marketing activities including SEM, SEO, Social media, affiliate, display Ad and etc. to eventually generate quality traffic and inquiries. Analyze site performance and visitor behavior and make changes to improve UX and conversion rates. Reporting and analyzing of onsite customer behavior using Google Analytics, other analytics tools, and onsite customer survey metrics. Using these insights, as well as feedback from the business, to develop and optimize the digital roadmap.

DIGITAL MARKETING MANAGER – Allsopp & Allsopp Real Estate

UAE-UK ▪ 2016/01 – 2016/06

Plan, design and execute all web, SEO/SEM, email, social media and display advertising campaigns. Design and develop lead generation lifecycle and A/B experimental. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs). Identify trends and insights, and optimize spend and performance based on the insights.

KEY ACHIEVEMENTS

- + Increased quality web traffic by 25% and 28% in lead generation
- + Reduced bounce rate from 55% to 40%
- + Increased conversion rates 7% for email marketing with landing pages
- + 25% increase engagement on social media channels

(continued) ►

SENIOR WEB & GRAPHICS DESIGNER – DIGITAL MARKETING SPECIALIST at Meirc Training & Consulting

Dubai-UAE ▪ 2011/03 to 2015/12

Brand development & graphic design of marketing material; Create visual content including text layout and formatting; Website design and management; Website traffic growth and SEO; Google AdWords; Display Ads and Remarketing; Google Analytics and Webmaster tool; Keywords optimizations and analyses; Creation and management of email campaigns and landing pages; Managing live webinars: editing and posting on YouTube Channel.

KEY ACHIEVEMENTS

- + Increased web traffic by 30% and grew sales 40%
- + Reduced bounce rate 10% and increased time spend from 2.5 to 4.2minutes
- + 50% improvement in lead generation by Email Direct Marketing
- + Revamped the brand with a modern look and created branding-guidelines and marketing material

SENIOR GRAPHICS DESIGNER at Hyder Consulting Middle East (MEP and Engineering)

Dubai-UAE ▪ 2010/06 to 2010/11

Design and development of marketing material such as brochures, flyers, presentations, advertisement, exhibition displays, and e-newsletters. Responsible for the design of pre-qualification documents, bid proposal submissions and competition documents/reports. Implementation of various design & branding strategies as per the Middle East market. Communicate with the Web Department based in the UK and supply them the latest Middle East projects data.

SENIOR GRAPHICS DESIGNER at RMJM (Robert Matthew Johnson Marshall) – Architectural Design

Dubai-UAE ▪ 2008/04 to 2010/06

Worked as a Senior Graphic Designer in the Marketing & Business Development Department, reporting to the Marketing Manager, Design Director and the Graphic Design Studio in New York. Responsible for the design of pre-qualification documents, bid proposal submissions and competition documents/reports. Attending monthly video conference meetings with other branch offices to resolve and implement various design and branding strategies. Design and development of marketing material such as brochures, flyers, presentations, posters, advertisement, display graphics exhibition, e-newsletters, etc. Managing and coordinating with various suppliers for digital & offset printing.

CERTIFICATIONS

- + Lead Generation Digital Training, June 2015, DM3 Institute, Dubai, UAE
- + Social Media Marketing & Strategy, March 2014, SEO International, UAE
- + Film Short Course, June 2013 SAE Institute, Dubai, UAE
- + Motion Graphics and Compositing, April 2012, twofour54, Abu Dhabi, UAE
- + Online Advertising & Social Media Marketing 101 Training, November 2011, SEO International, Dubai, UAE
- + Certificate of Web Designing, 2000 - Next Vision (Pvt) Ltd. - Lahore, PAK
- + Pro. Diploma in Computer Graphics, 1999 (Best design & display Award) - University of the Punjab - Lahore, PAK
- + Certificate of Graphic Designing, 1993 - Emeye College of Computer Grafiks-Lahore, PAK
- + Diploma in Computer Science, 1992 - Friends College of Computer Science - Lahore, PAK

EDUCATION

BACHELOR OF ARTS, 1998 - University of the Punjab - Lahore, PAK

URLS

LinkedIn profile: <https://www.linkedin.com/in/hamayun/>

Portfolio URLs: <https://newmediacity.com/portfolio/> | <https://www.hamayun.net/>